'91

Facts About Newspapers

A Statistical Summary of the Newspaper Business Published by the American Newspaper Publishers Association

Daily Newspapers

Sunday Newspapers

Circulation

Readership

Newspapers—Fueling Freedom with Information and Ideas

Two hundred years ago, when the United States adopted the Bill of Rights with its unprecedented guarantee of a free press, newspapers stood virtually alone as the new nation's "press."

As we celebrate the bicentennial of those rights this year, newspapers, of course, are no longer the sole carrier of information to the people. Yet they retain their traditional role as leader.

More than 113 million American adults read a daily newspaper on any given weekday, and newspapers' share of advertising outstrips all other media.

Newspapers are a force for social progress. They alone report the broad sweep of events and ideas in the depth and with the detail and timeliness the public requires.

Such a vital and financially sound press helps protect the rights and liberties of citizens in a free society by providing the facts and analysis that allow them to make responsible, intelligent decisions.

The role and importance of newspapers to readers and advertisers remains undiminished in these uncertain economic times.

This booklet highlights the posture of the newspaper business in 1990, compared with previous years.

Advertising Revenues

Newsprint

Employment

Weekly Newspapers

Canadian Newspapers

United States

☆ Daily newspapers continue to lead all other U.S. advertising media with 25 percent of total U.S. advertising expenditures. Television services combined ranked second with 22 percent, and direct mail was third with 18 percent.

☆ Advertising expenditures in daily newspapers were more than $32 billion, $4 billion more than all television services combined.

☆ More than 113 million American adults read a daily newspaper on an average weekday, and some 121 million read a Sunday/weekend newspaper.

☆ Sunday newspapers increased to 865 in number and 62.4 million in circulation, an increase of 18 newspapers and more than 400,000 in circulation.

☆ Newspaper employment reached 477,500 according to preliminary estimates by the U.S. Bureau of Labor Statistics.

☆ Weekly newspapers numbered 7,476, with circulation of 54,746,332.

☆ U.S. newsprint consumption was 12.1 million metric tons. U.S. daily newspapers consumed 9.1 million tons, about 75 percent of total consumption.

Canada

☆ Canadian daily newspapers numbered 108, with average daily circulation of 5,814,510.

Number of Daily Newspapers

U.S. Morning, Evening and Sunday Newspapers 1946-1990

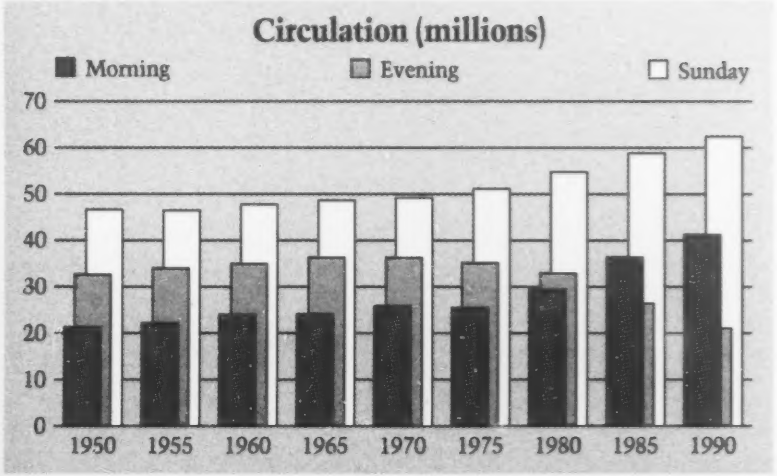
Year	Morning	Evening	Total M&E[1]	Sunday
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1965	320	1,444	1,751	562
1970	334	1,429	1,748	586
1975	339	1,436	1,756	639
1980	387	1,388	1,745	735
1981	408	1,352	1,730	755
1982	434	1,310	1,711	768
1983	446	1,284	1,701	772
1984	458	1,257	1,688	783
1985	482	1,220	1,676	798
1986	499	1,188	1,657	802
1987	511	1,166	1,645	820
1988	529	1,141	1,642	840
1989	530	1,125	1,626	847
1990[2]	559	1,084	1,611	865

[1]There were 32 "all-day" newspapers in 1990. They are listed in both morning and evening columns but only once in the total.
[2]Preliminary data

Source: Editor & Publisher

Daily Newspaper Circulation

U.S. Morning, Evening and Sunday Circulation 1946-1990



Year	Morning	Evening	Total M&E	Sunday
1946	20,545,908	30,381,597	50,927,505	43,665,364
1950	21,266,126	32,562,946	53,829,072	46,582,348
1955	22,183,408	33,963,951	56,147,359	46,447,658
1960	24,028,788	34,852,958	58,881,746	47,698,651
1965	24,106,776	36,250,787	60,357,563	48,600,090
1970	25,933,783	36,173,744	62,107,527	49,216,602
1975	25,490,186	35,165,245	60,655,431	51,096,393
1980	29,414,036	32,787,804	62,201,840	54,671,755
1981	30,552,316	30,878,429	61,430,745	55,180,004
1982	33,174,087	29,313,090	62,487,177	56,260,764
1983	33,842,142	28,802,461	62,644,603	56,747,436
1984	35,424,418	27,657,322	63,081,740	57,511,975
1985	36,361,561	26,404,671	62,766,232	58,825,978
1986	37,441,125	25,060,911	62,502,036	58,924,518
1987	39,123,807	23,702,466	62,826,273	60,111,863
1988	40,452,815	22,242,001	62,694,816	61,474,189
1989	40,759,016	21,890,202	62,649,218	62,008,154
1990[1]	41,308,361	21,015,795	62,324,156	62,409,541

[1]*Preliminary data*

Source: Editor & Publisher

Daily Newspapers by Circulation Groups

Growth (U.S.) 1946-1990

Year	NUMBER OF DAILY NEWSPAPERS					DAILIES OVER 50,000	
		Circulation					
	Total	Under 50,000	50,001-100,000	100,001-250,000	Over 250,000	Number	Percentage
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1985	1,676	1,418	141	82	35	258	15.4
1986	1,657	1,408	135	77	37	249	15.0
1987	1,645	1,394	137	75	39	251	15.3
1988	1,642	1,377	143	79	43	265	16.1
1989	1,626	1,362	139	81	44	264	16.2
1990[1]	1,611	1,329	137	96	49	282	17.5

[1]*Preliminary data*

Source: Editor & Publisher

Daily Newspaper Reading Audience

Average Adult[1] Weekday and Sunday/Weekend Readers[2] 1970-1990

Year	WEEKDAY READERS				SUNDAY/WEEKEND READERS	
	Percent of Total Adult Population	Adult Readers (thousands)	Male (thousands)	Female (thousands)	Percent of Total Adult Population	Adult Readers (thousands)
1970	78	98,183	46,659	51,524	72	91,642
1973	73	98,803	47,127	50,876	68	90,088
1977	69	103,543	49,968	53,575	68	102,690
1980	67	106,043	52,559	53,484	67	106,740
1982	67	108,366	52,399	55,967	67	107,706
1983	66	109,363	52,933	56,430	66	108,352
1984	65	109,190	52,459	56,731	65	109,661
1985	64	108,812	53,718	55,094	65	110,255
1986	63	107,753	52,597	55,156	64	109,775
1989	63.6	113,337	56,018	57,319	67	119,349
1990	62.4	113,090	55,798	57,292	67	121,622

[1]*Age 18 and over*
[2]*Based on Simmons Market Research Bureau national survey estimates*

Source: Newspaper Advertising Bureau

Single Copy Sales Price

U.S. Daily and Sunday Newspapers 1965-1990[1]

[1]Tables reflect daily and Sunday newspaper single copy sales prices in 5¢ increments to illustrate a trend.

	DAILY									
Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	50¢	75¢
1965	456	892	3	2	—	—	—	—	—	—
1970	46	1,507	139	5	1	—	—	—	—	—
1975	4	428	1,153	137	10	1	—	—	—	—
1980	—	41	497	644	555	9	7	1	—	—
1981	—	30	290	437	960	17	15	1	—	—
1982	—	14	143	272	1,227	29	16	3	—	—
1983	—	10	91	183	1,306	80	24	3	—	—
1984	—	6	61	111	1,316	109	75	2	2	—
1985	—	5	31	84	1,245	130	169	3	4	—
1986	—	3	17	49	1,124	152	302	3	9	—
1987	—	1	15	32	1,024	145	400	3	21	—
1988	—	1	11	24	885	130	533	4	53	—
1989	—	—	9	15	767	99	653	15	64	—
1990	—	—	8	8	658	64	742	17	111	1

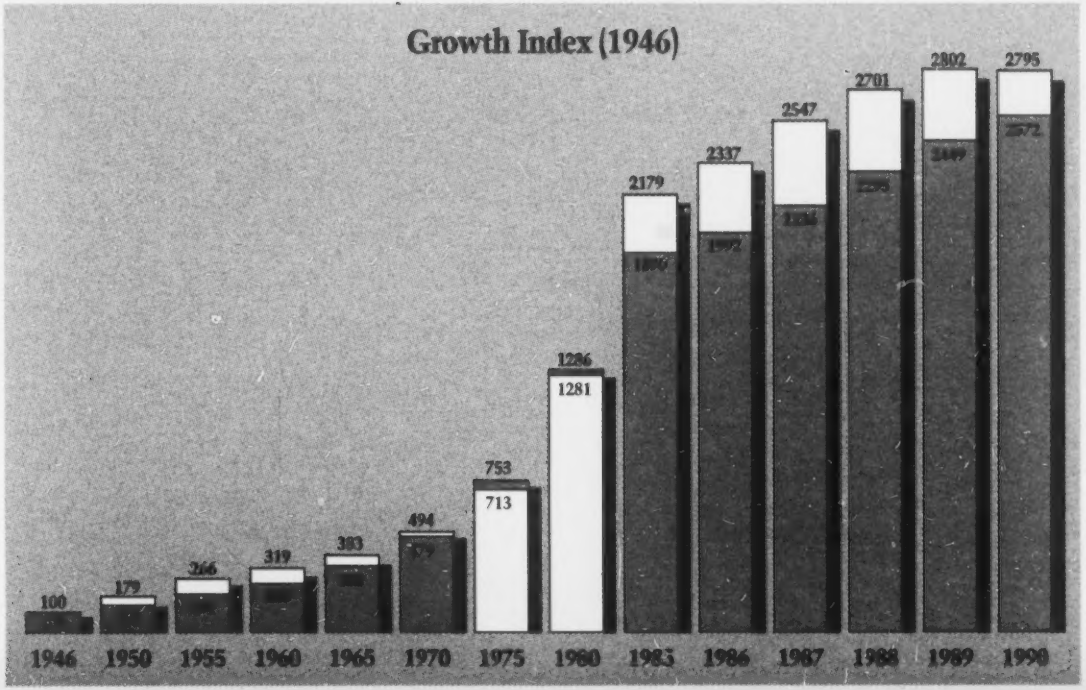
SUNDAY

Year	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢	80¢	85¢	90¢	95¢	$1.00	$1.25	$1.50
1965	128	190	143	45	5	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1970	89	115	140	161	30	35	3	—	4	—	—	—	—	—	—	—	—	—	—	—	—
1975	37	61	49	170	58	157	37	3	51	1	4	—	—	1	—	—	—	—	—	—	—
1980	5	50	25	84	29	121	30	6	291	—	23	5	1	46	—	1	2	—	1	—	—
1981	—	33	16	77	24	88	21	3	313	4	22	2	—	117	—	3	—	—	5	—	—
1982	—	21	17	77	14	61	17	1	326	1	23	6	1	160	1	5	2	1	15	—	—
1983	—	5	12	88	8	44	15	3	309	1	26	5	1	170	1	6	3	—	60	—	—
1984	—	3	8	83	6	31	6	—	301	1	19	2	1	219	3	8	2	—	82	—	—
1985	1	—	5	76	6	26	3	—	282	—	15	1	—	229	2	5	2	1	123	1	—
1986	—	—	1	64	4	18	4	—	262	—	11	1	1	254	—	4	2	2	144	14	—
1987	—	—	—	61	2	18	4	—	226	—	9	1	2	260	—	4	3	2	182	30	—
1988	—	—	—	59	1	14	2	—	208	—	4	1	—	264	—	4	2	—	199	72	—
1989	—	—	—	43	1	15	3	—	190	—	2	1	—	256	—	3	2	—	218	99	1
1990	—	—	—	33	2	11	1	—	172	—	1	1	1	234	—	1	1	—	256	123	12

Source: ANPA

Daily Newspaper Advertising Volume

Growth of Daily Newspaper Advertising and the U.S. Economy 1946-1990[1]



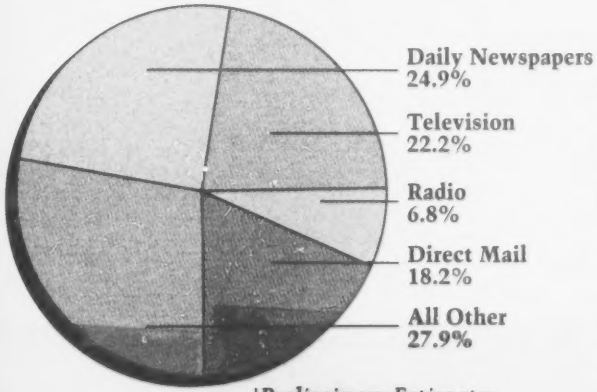
Year	National Advertising (millions)	Local Advertising (millions)	Total Newspaper Advertising (millions)	Index	Gross National Product[2,3] (billions)	Index[3]
1946	$ 238	$ 917	$ 1,155	100.0	$ 212.4	100.0
1950	518	1,552	2,070	179.2	288.3	135.7
1955	712	2,365	3,077	266.4	405.9	191.1
1960	778	2,903	3,681	318.7	515.3	242.6
1965	784	3,642	4,426	383.2	705.1	332.0
1970	891	4,813	5,704	493.9	1,015.5	479.1
1975	1,109	7,125	8,234	712.9	1,598.4	752.5
1980	1,963	12,831	14,794	1280.8	2,732.0	1,286.3
1985	3,352	21,818	25,170	2179.2	4,014.9	1,890.3
1986	3,376	23,614	26,990	2336.7	4,231.6	1,992.3
1987	3,494	25,918	29,412	2546.5	4,515.6	2,126.0
1988	3,586	27,611	31,197	2701.0	4,873.7	2,294.6
1989	3,720	28,648	32,368	2802.4	5,200.8	2,448.6
1990[1]	4,122	28,158	32,280	2794.8	5,463.6	2,572.3

[1]Preliminary estimates
[2]Current dollars
[3]Revised figures 1987-88-89

Source: U.S. Department of Commerce, Newspaper Advertising Bureau

Newspapers' Share of Advertising Expenditures

1989 and 1990 Sales and Percentages



[1]*Preliminary Estimates*
[2]*Revised figures*
Source: McCann-Erickson Inc., Newspaper Advertising Bureau

		1989 (millions)	% of Total	1990[1] (millions)	% of Total	% of Change
Daily Newspapers	Total	$ 32,368	26.1	$ 32,280	24.9	(0.3)
	National	3,948[2]	3.2[2]	4,122	3.2	4.4
	Local	28,420[2]	22.9[2]	28,158	21.7	(0.9)
Magazines		6,716	5.4	6,885	5.3	2.5
Television	Total	26,891	21.7	28,755	22.2	6.9
	Network	9,110	7.4	9,565	7.4	5.0
	Spot	14,966	12.1	15,780	12.2	5.4
	Syndication	1,288	1.0	1,610	1.2	25.0
	Cable	1,527	1.2	1,790	1.4	17.2
Radio		8,323	6.8	8,765	6.8	5.3
Farm Publications		212	0.2	215	0.2	1.4
Direct Mail		21,945	17.7	23,590	18.2	7.5
Business Publications		2,763	2.2	2,875	2.2	4.1
Outdoor		1,111	0.9	1,155	0.9	4.0
Yellow Pages		8,330	6.7	8,850	6.8	6.2
Miscellaneous		15,271	12.3	16,120	12.4	5.6
Grand Total National		69,218[2]	55.9[2]	73,792	57.0	6.1
Grand Total Local		54,712[2]	44.1[2]	55,688	43.0	1.8
TOTAL—ALL MEDIA		$123,930	100.0	$129,480	100.0	4.5

Advertising Content

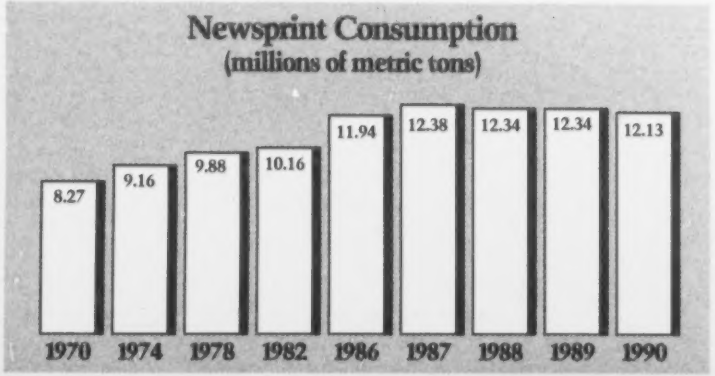
Ratio of Advertising to Total Content of U.S. Daily and Sunday Newspapers 1947-1990

Year	Morning	Evening	Sunday	Total
1947	56.2%	59.2%	56.0%	57.7%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1975	63.3	63.2	66.0	64.0
1980	62.1	59.9	66.8	62.6
1981	61.2	59.7	67.3	62.3
1982	60.6	59.9	67.3	62.2
1983	60.4	60.6	68.0	62.5
1984	60.7	61.2	68.8	63.0
1985	60.4	59.7	69.4	62.8
1986	59.6	58.4	69.6	62.2
1987	59.4	57.6	69.6	62.0
1988	59.8	58.2	70.6	62.7
1989	58.4	56.2	69.9	61.6
1990	60.8	59.8	69.9	63.4

Source: Leading National Advertisers, Newspaper Division

Newsprint Consumption

Comparison of U.S. Newsprint Consumption[1] to National Economic Growth 1970-1990



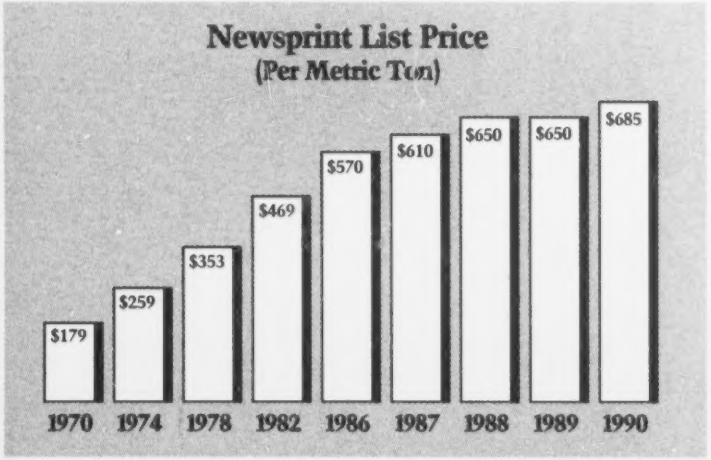
Year	Newsprint Consumption[2]	Growth Index[2]	Real GNP[2]	Growth Index[2]
1970	8,271	100.0	2,416.2	100.0
1974	9,164	110.8	2,729.3	112.9
1978	9,882	119.5	3,115.2	128.9
1980	10,133	122.5	3,187.1	131.9
1981	10,219	123.6	3,248.8	134.5
1982	10,157	122.8	3,166.0	131.0
1983	10,604	128.2	3,279.1	135.7
1984	11,419	138.1	3,489.9	144.4
1985	11,571	139.9	3,618.7	149.8
1986	11,943	144.4	3,717.9	153.9
1987	12,375	149.6	3,845.3	159.1
1988	12,338	149.2	4,016.9	166.2
1989	12,343	149.2	4,117.7	170.4
1990	12,126	146.6	4,156.3	172.0

[1] *30-pound basis weight*
[2] *Revised figures*

Source: ANPA, U.S. Department of Commerce

Newsprint Prices

Newsprint List Prices in the Eastern U.S.[1]—Per Metric Ton 1970-1990



Year	Price	Year	Price
1970	$179	1981	500
1971	188	1982	469
1972	194	1983	500
1973	235	1984	535
1974	259	1985	535
1975	287	1986	570
1976	336	1987	610
1977	336	1988	650
1978	353	1989	650
1979	413	1990	685
1980	440		

[1]*Prices cited in effect end of year, converted to 30-pound basis weight*

Source: ANPA

Employment

Comparison of Newspaper Employment to Total U.S. Employment 1947-1990

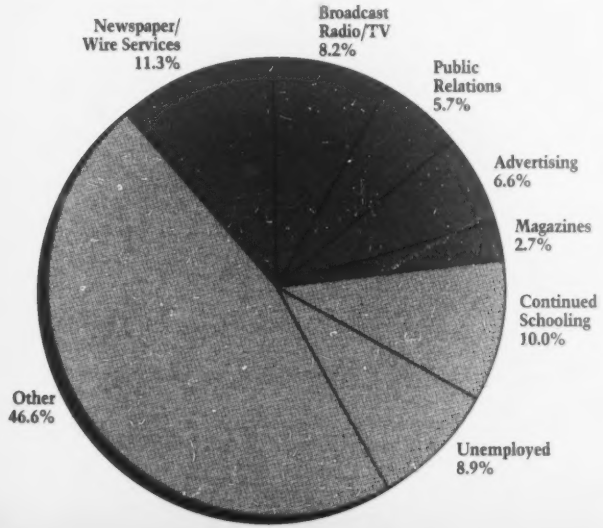
Year	Newspaper Employment (thousands)	Male Total (thousands)	Female Total (thousands)	Growth Index	Total U.S. Employment (thousands)	Growth Index
1947	248.5	N/A	N/A	100.0	57,038	100.0
1950	280.1	N/A	N/A	112.7	58,918	103.3
1955	302.1	N/A	N/A	121.6	62,170	109.0
1960	325.2	260.0	65.2	130.9	65,778	115.3
1965	345.4	269.5	75.9	139.0	71,088	124.6
1970	373.0	275.3	97.7	150.1	78,678	137.9
1975	376.8	257.3	119.5	151.6	85,846	150.5
1980	419.9	262.3	157.6	169.0	99,303	174.1
1985	450.5	266.5	184.0	181.3	107,150	187.9
1986	460.5	268.9	191.6	185.3	109,597	192.1
1987	469.7	270.9	198.8	189.0	112,440	197.1
1988[1]	473.5	270.1	203.4	190.5	114,968	201.6
1989[1]	472.7	267.1	205.6	190.2	117,342	205.7
1990[2]	477.5	268.3	209.2	192.2	117,914	206.7

[1]*Revised figures*
[2]*Preliminary estimates*

Source: U.S. Bureau of Labor Statistics, ANPA

Employment

Journalism School Graduates
Where they went to work 1988-1989



	1988[1]		1989	
	Graduates	% of Total	Graduates	% of Total
Newspapers/Wire Services	4,649	14.9	3,438	11.3
Broadcast/Radio/TV	2,683	8.6	2,495	8.2
Public Relations	2,590	8.3	1,734	5.7
Advertising	2,714	8.7	2,008	6.6
Magazines	780	2.5	822	2.7
Other[2]	13,447	43.1	14,178	46.6
Continued Schooling	1,529	4.9	3,043	10.0
Unemployed	2,808	9.0	2,707	8.9
TOTAL GRADUATES	31,200	100.0	30,425	100.0

[1]*Revised figures*
[2]*Includes related media and non-media*

Source: Ohio State University School of Journalism

U.S. Daily Newspaper Circulation— 1990's 20 Largest

	Average Daily Circulation[1]	
The Wall Street Journal	1,857,131	(m)
USA Today	1,347,450	(m)
Los Angeles Times	1,196,323	(m)
The New York Times	1,108,447	(m)
New York Daily News	1,097,693	(m)
The Washington Post	780,582	(m)
Chicago Tribune	721,067	(m)
Newsday	714,128	(all day)
Detroit Free Press	636,182	(m)
San Francisco Chronicle	562,887	(m)
Chicago Sun-Times	527,238	(m)
The Boston Globe	521,354	(m)
The Philadelphia Inquirer	519,895	(m)
New York Post	510,219	(m)
The Detroit News	500,980	(e)
The Newark Star-Ledger	476,257	(m)
Houston Chronicle	442,044	(all day)
The Cleveland Plain Dealer	428,012	(m)
The Miami Herald	414,646	(m)
The Baltimore Sun	410,293	(m & e)

[1] *ABC FAS-FAX, Sept. 30, 1990*

Source: Audit Bureau of Circulations

U.S. Newspaper Companies— 1990's 20 Largest

Ranked by Daily Circulation

	Daily Circulation[1]	Number of Dailies	Sunday Circulation[1]	Number of Sunday Editions
Gannett Co. Inc.	5,943,792	82	6,217,298	65
Knight-Ridder Inc.	3,864,790	28	5,254,759	24
Newhouse Newspapers	3,033,685	26	3,836,598	21
Times Mirror Co.	2,835,563	9	3,353,310	8
Tribune Co.	2,515,861	9	3,403,824	7
Dow Jones & Co. Inc.	2,433,109	24	535,040	15
Thomson Newspapers Inc.	2,210,644	125	1,804,843	74
The New York Times Co.	1,961,428	25	2,531,888	17
Scripps Howard	1,585,583	21	1,773,818	11
Cox Enterprises Inc.	1,293,501	16	1,651,635	15
Hearst Newspapers	1,210,699	12	2,409,504	10
Media News	1,196,567	21	1,251,709	14
Freedom Newspapers Inc.	955,885	27	999,898	19
The Washington Post Co.	834,824	2	1,201,443	2
Central Newspapers Inc.	803,654	7	980,124	4
Donrey Media Group	793,417	56	853,438	49
McClatchy Newspapers	764,174	11	893,064	8
Capital Cities/ABC Inc.	758,271	9	958,121	6
Copley Newspapers	757,414	12	765,786	6
The Chronicle Publishing Co.	741,043	5	903,181	3

[1]*Average for six months ended Sept. 30, 1990*

Source: Morton Research, Lynch, Jones & Ryan; Audit Bureau of Circulations

Weekly Newspapers

U.S. Weekly Newspapers and Circulation[1]
1960-1991

Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation
1960	8,174	2,566	20,974,338
1965	8,061	3,106	25,036,031
1970	7,612	3,660	27,857,332
1975	7,612	4,715	35,892,409
1980	7,954	5,324	42,347,512
1981	7,602	5,389	40,970,890
1982	7,666	5,875	45,035,092
1983	7,626	5,808	44,295,042
1984	7,547	5,710	43,092,465
1985	7,704	6,359	48,988,801
1986	7,711	6,497	50,098,000
1987	7,600	6,262	47,593,000
1988	7,498	6,894	51,691,451
1989	7,606	6,958	52,919,846
1990	7,550	7,309	55,181,047
1991	7,476	7,323	54,746,332

[1]*Includes paid and free circulation newspapers*

Source: National Newspaper Association

Canadian Daily Newspapers

Total Number and Circulation
1946-1990

Year	Morning	Evening	Total M&E[1]	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1966	16	87	103	4,329,951
1971	24	89	113	4,826,870
1975	22	92	114	4,885,782
1980	25	95	120	5,391,724
1981	27	94	119	5,476,119
1982	25	93	116	5,578,286
1983	26	92	115	5,546,381
1984	26	90	113	5,557,932
1985	30	84	111	5,620,811
1986	31	82	110	5,681,850
1987	32	82	110	5,690,589
1988	34	81	111	5,735,124
1989	32	81	109	5,824,736
1990	35	79	108	5,814,510

[1]*There were six "all-day" newspapers in 1990. They are listed in both morning and evening columns but only once in the total.*

Source: Audit Bureau of Circulations,
Canadian Advertising Rates and Data,
Canadian Daily Newspaper Publishers Association

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy 1962-1990

Year	National (thousands)	Local (thousands)	Classified (thousands)	Total (thousands)	Index	Gross National Product (millions)	Index
1962	$ 52,321	$ 91,294	$ 40,439	$ 184,054	100.0	$ 42,927	100.0
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1980	199,935	535,347	252,023	987,305	536.4	297,556	693.2
1981	249,102	622,246	291,090	1,162,438	631.6	339,797	791.6
1982	222,504	659,533	267,687	1,149,724	624.7	358,302	834.7
1983	230,043	724,109	279,016	1,233,168	670.0	394,114	918.1
1984	276,734	766,377	310,169	1,353,280	735.0	431,249	1004.6
1985	311,910	803,001	359,839	1,474,750	801.3	463,656	1080.1
1986	336,839	866,731	422,911	1,626,481	883.7	489,264	1139.8
1987[1]	359,000	919,000	483,000	1,716,000	956.8	535,166	1246.7
1988[1]	412,000	963,000	540,000	1,915,000	1040.5	584,474	1361.6
1989[1]	424,000	1,019,000	589,000	2,032,000	1104.0	629,464	1466.3
1990	(not available)						

[1]*Preliminary estimates*

Source: Statistics Canada Actuals 1962-1986, MacLean-Hunter Research Bureau 1987-1989, Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparisons of Various Media 1989 and 1990

		1989[1] (thousands)	% of Total	1990 (thousands)	% of Total
Daily Newspapers	Total	$2,032,000	22.5		
	National	424,000	4.7		
	Local	1,019,000	11.3		
	Classified	589,000	6.5		
Television	Total	1,415,700	15.6		
	National	1,062,400	11.7		
	Local	353,300	3.9		
Radio	Total	747,600	8.3		
	National	176,000	2.0		
	Local	571,600	6.3	(not available)	
Weekend Supplements	Total	24,400	0.3		
Weeklies, semi, tri, etc. (including controlled distribution)	Total	628,200	6.9		
	National	41,800	0.5		
	Local	586,400	6.5		
Magazines, General		283,500	3.1		
Business Papers		183,600	2.0		
Farm Papers		22,000	0.2		
Directories, Phone, City		931,400	10.3		
Religious, School & Other		83,600	0.9		
Other Print	Total	1,978,900	21.9		
Outdoor	Total	718,100	7.9		
TOTAL ALL MEDIA		$9,049,000	100.0		

[1] *Preliminary estimates*

Source: MacLean-Hunter Research Bureau, Canadian Daily Newspaper Publishers Association

More Facts . . .

☆ More than 113 million American adults, 62.4 percent of the total adult population, read a daily newspaper on an average weekday.

☆ More than 121 million, 67 percent, read a Sunday newspaper.

☆ Eighty-six percent of American adults read a newspaper once or more each week.

☆ An average of 2.14 persons read each of the more than 62 million U.S. daily newspapers sold each weekday.

☆ The average newspaper reader spends 62 minutes reading the Sunday newspaper and 45 minutes reading one or more daily newspapers.

☆ Advertising expenditures in U.S. Daily newspapers in 1990 totaled more than $32 billion, $4 billion more than all television services combined.

☆ Minority employees comprise 18 percent of the U.S. daily newspaper work force, according to a 1990 survey conducted for ANPA's Minority Opportunity Committee.

☆ Since its inception in 1981, the ANPA Foundation fellowship program has awarded 218 fellowships to help minority newspaper employees advance in management positions.

☆ The Task Force on Minorities in the Newspaper Business now comprises 43 newspaper organizations.

☆ Almost 700 North American newspapers conduct Newspaper in Education programs; approximately 400 newspapers sponsor literacy programs.

☆ Newspapers in Education Week was observed in schools in all 50 states, the District of Columbia, Canada and more than 10 other nations.

☆ Daily newspapers are published in 1,500 U.S. cities.

☆ According to the American Paper Institute, 5.9 million tons of newspapers were recovered in the United States in 1990, almost 500,000 tons more than in 1989.

☆ More than 2 million tons of old newspapers were recycled into newsprint, virtually all of which was used by daily newspapers.

☆ Fifty percent of Americans say they regularly save newspapers for recycling, compared with 14 percent who do so occasionally and 36 percent who never do.

☆ U.S. and Canadian newspapers reported capital expenditures of nearly $1.5 billion on new buildings, plant expansions and new equipment in 1989, a 6-percent decrease from the previous year.

☆ The predominant single-copy street-sale price of U.S. daily newspapers remained at 25 cents in 1990, with 658 newspapers (41%) selling at that price.

☆ The average single-copy price of all U.S. dailies was 31 cents.

☆ Daily newspapers lead all other U.S. advertising media with a 25 percent share of total U.S. advertising expenditures. Television services combined ranked second with 22 percent, and direct mail was third with 18 percent.

☆ The total circulation of Canada's 108 daily newspapers is 5,814,510.

☆ Newspaper employment in the United States in 1990 was 477,500 according to preliminary estimates from the U.S. Bureau of Labor Statistics.

☆ Female employment increased by 3,600 in 1990. Women now constitute more than 43.8 percent of the total newspaper work force.

☆ More than 11 percent of 1989's 30,425 journalism school graduates took jobs at newspapers and wire services. Seven percent took jobs in advertising, and three percent went to work for magazines.

☆ Ninety-three cities have two or more newspapers.

☆ Forty-one U.S. cities have two or more separately owned, competing newspapers, including 20 cities with newspapers published under joint operating arrangements.

☆ More than 140 U.S. newspapers provide online access to full-text databases of their newspapers. Ten newspaper companies provide a variety of online services for business and professional markets. Two of them together have more than 600,000 users, 13 percent of the online services market.

☆ More than 350 newspapers offer voice information services. At least 10 newspapers continue to offer consumer online information services ranging from small, bulletin-board systems to full-fledged, graphic-based services.

☆ More than 44 percent of old newspapers were recycled in 1990, compared with 36.8 percent in 1989.

☆ The predominant price for U.S. Sunday newspapers increased to one dollar, with 256 newspapers (30%) at that price.

☆ The average price for a U.S. Sunday newspaper increased to 83 cents.

☆ One hundred and thirty-five newspaper groups own 1,228 daily newspapers, about 75 percent of all U.S. dailies.

☆ The newspaper industry remains diverse in ownership. Forty-four groups own only two newspapers, while 80 groups own five or fewer dailies. Fifty groups have total daily circulations of 50,000 or less.

☆ Newsprint consumption by all U.S. users in 1990 was 12.1 million metric tons. Daily newspapers consumed 9.1 million tons, about 75 percent of total consumption by all users.

☆ There are 4,878 correspondents and editors in Washington, D.C., the largest concentration of journalists in the world.

About ANPA . . .

ANPA is an international trade association serving more than 1,400 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere, Europe and the Pacific. ANPA-member newspapers publish 90 percent of the total U.S. daily circulation and more than 80 percent of the daily circulation in Canada.

ANPA was founded in 1887 by executives from 46 U.S. and Canadian newspapers. Headquartered in New York City for 85 years, ANPA moved to The Newspaper Center in Reston, Va., near Washington, D.C., in 1972.

ANPA Membership by Circulation
(As of April 1, 1991)

Circulation Group	Number of Member Newspapers	Percent of Total Membership
Under 5,000	175	12.71
5,001-10,000	234	16.99
10,001-15,000	179	13.00
15,001-25,000	225	16.34
25,001-50,000	250	18.16
50,001-100,000	158	11.47
100,001-250,000	105	7.63
250,001-500,000	30	2.18
500,001-1,000,000	13	0.94
Over 1,000,000	8	0.58
	1,377	100.00

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

ANPA's mission is "to advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people." In pursuing these goals, ANPA works:

- To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- To represent the newspaper business in dealings with the government, the courts and others
- To help newspapers strengthen their circulation and readership, editorial excellence, revenue sources, customer service, operating efficiency and printing quality
- To assist newspapers in meeting the challenge of emerging competition, particularly by anticipating and understanding socioeconomic trends and developments in technology and public policy, and by furthering workplace diversity
- To disseminate information to and about the newspaper business
- To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business
- To meet the challenge of new competitive technology by assisting in the development of newspapers as gateways to all information, thereby expanding our audience and market share.

Key issues identified by the ANPA Board of Directors for industry and ANPA attention:

- The need to help newspapers increase readership and market penetration in all population segments
- The need to marshal the resources of ANPA, NAB and other industry associations to develop and deliver cost-effective, coordinated and innovative programs for all member newspapers
- The need to encourage newspaper management and staffs to recognize the urgency to become customer-centered by giving top priority to understanding and satisfying reader and advertiser needs
- The need to facilitate the use of innovative management techniques and technology
- The need to identify governmental issues of significant concern to newspapers and to lead the industry in its response to those issues
- The need to assist the industry in attracting, developing, motivating and retaining a diverse and talented work force.

ANPA is a member of the International Federation of Newspaper Publishers (FIEJ), the World Press Freedom Committee and the International Press Telecommunications Council.

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. In addition to ANPA Foundation and ANPA Credit Bureau Inc., The Newspaper Center is headquarters for 12 other key newspaper organizations:

- American Association of Sunday and Feature Editors
- American Society of Newspaper Editors
- International Circulation Managers Association
- International Newspaper Advertising and Marketing Executives
- International Newspaper Financial Executives
- International Newspaper Marketing Association
- National Association of Black Journalists
- Newspaper Association Managers Inc.
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japanese Newspaper Publishers and Editors Association)

Legal and Government Affairs—represents the interests of newspapers before the courts, legislative bodies and regulatory agencies of government both at state and federal level; monitors and provides member newspapers with information on legal and government issues affecting newspaper operations including free press, telecommunications, environmental, business tax, postal, human resources and international matters.

Meetings Management—provides cost effective meeting services to member newspapers and industry groups that reduce the expense of meeting participation at industry conferences, seminars, conventions and symposia; coordinates industrywide cost saving programs in hotel rates, budgeting, supplies, audio visual, collateral materials, airline travel discounts, car rental discounts and ANPASURE® casualty insurance.

Human Resources—tracks trends and provides information to assist newspapers in: designing and developing pro-active employee relations programs, policies and procedures in areas such as compensation and benefits, EEO and affirmative action, wage and hour matters, recruitment selection and placement and independent contractor status; formulating labor relations policies. Develops contract negotiation strategy, supports in arbitration preparation and advises on establishing cooperative union management relations; conducts industry salary and minority/female employment surveys; supervises JOB-ANPA, the association's and industry's minority/ female job bank. **Training Services** designs, develops and conducts experiential learning programs for all managerial levels in developing leadership and management skills, compensation and benefits planning and administration, strategic planning, and employee and labor relations.

- Society of Newspaper Design
- World Press Freedom Committee

ANPA serves the varied needs of its member newspapers through a number of departments.

Membership—maintains close contact with member newspapers to ensure that they are aware of all ANPA services available to them and to expedite their service requests; develops cost-saving programs to encourage membership; contacts non-member newspapers in an effort to expand the membership base.

Public Affairs—conducts press and public relations functions of the Association; performs publications policy review and edits publications; responds to queries about the newspaper business and the Association from member newspapers, working press and the public.

Technical—consists of Technical Research and Technical Assistance. **Technical Research** initiates design, development and construction of prototype equipment or systems; evaluates new ideas, concepts, equipment and designs; develops computer hardware and software for newspapers; develops raw material improvements such as ink and newsprint; develops testing procedures. **Technical Assistance** provides technical expertise, testing and advice in areas such as environmental monitoring, OSHA compliance, in-plant consulting and evaluation of technical operations, technical training in existing and new technology, ink and paper testing. Technical also manages and conducts the annual ANPA Technical Exposition and Conference, Technical Symposia and gathers and disseminates technical information through presstime and other association publications.

Circulation and Readership—monitors and reports on all matters pertaining to circulation and readership, develops and produces conferences and publications to assist newspapers in their circulation and readership improvement programs, responds directly to member inquiries; maintains bibliography of publications.

presstime®—monthly journal of ANPA, covers all aspects of the newspaper business; includes in-depth analysis of current issues and trends in the business; keeps member newspapers abreast of the activities of the Association.

Telecommunications Affairs—tracks new competitive and technology developments; analyzes industry trends and identifies new business opportunities; conducts industry research, sponsors seminars, and evaluates new information technologies and competitive services.

Industry Affairs and Newsprint—coordinates interdisciplinary studies and programs, such as the Newsprint Resource Project on recycling; tracks Audit Bureau of Circulations matters; compiles statistics on newsprint consumption and production; provides a liaison between ANPA and other national, state, regional and provincial associations through the Newspaper Association Managers office.

ANPA Foundation—a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press." Seeks to develop informed and intelligent newspaper readers through its Newspaper in Education and literacy programs; to enhance opportunities for minorities in newspapering; to develop and strengthen public understanding of a free press; to advance professionalism of the press.

ANPA sponsors two major meetings annually for its members:

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and features a three-day program of speakers, panels and discussion sessions on matters of interest to the newspaper business.

  1991—Vancouver, May 6-8
  1992—New York City, May 4-6
  1993—Boston, April 26-28
  1994—San Francisco, April 25-27
  1995—New Orleans, April 24-26
  1996—New York City, May 4-8

- **The Annual ANPA Technical Exposition and Conference** combines five days of the largest annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

  1991—Las Vegas, June 8-12
  1992—Atlanta, June 6-10
  1993—New Orleans, June 12-16
  1994—Las Vegas, June 4-8
  1995—Atlanta, June 24-28
  1996—Las Vegas, June 15-19

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